

**Find It, Cook It, Save It:**  
**From Healthy Food Access to**  
**Food Hub and Food Recycling in Brooklyn Park**



**Prepared by**

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Students in PA 5213: Introduction to Site Planning  
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**Prepared on Behalf of**

City of Brooklyn Park

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# Find It, Cook It, Save It

*From Healthy Food Access to Food Hub Recycling in Brooklyn Park*

## Find It



**2. Access Possible: What is Food Access?**

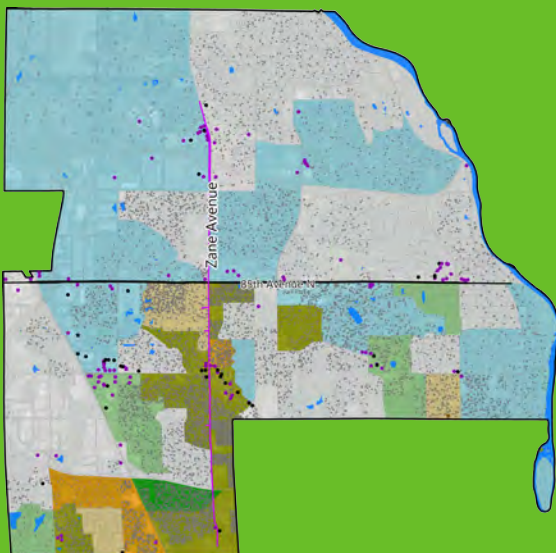
**3. Food Access Policies: Federal to Local**

**4. Buying It: The Challenge of Affordability**

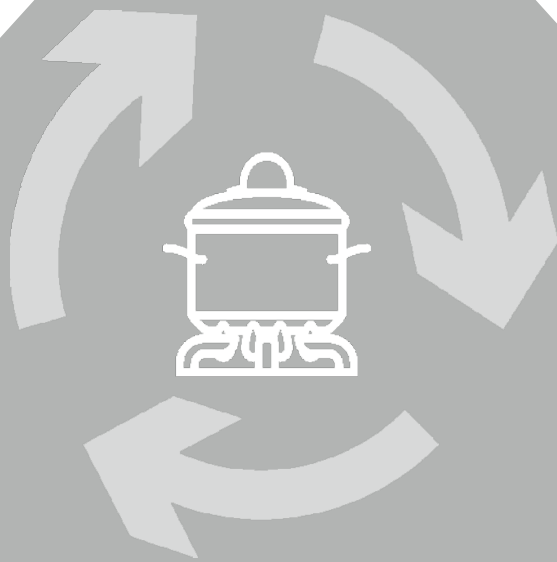
**5. Getting There: The Challenge of Mobility**

**6. Listening Session Feedback**

**7. Potential Sites for a Food Hub**



## Cook It



**8. Proposed Site**

**9. Immigrant Entrepreneurship and the Emergence of an Informal Economy**

**10. Community Kitchens: An Industry Snapshot**

**11. Finances**

**12. Programming**

**13. Conceptual Site Plan**



## Save It



**14. What are the Problems?**

**15. Beyond Environmental Stewardship**

**16. Commercial Waste Collection**

**17. Local Business Strategies**

**18. Options for Organics Recycling**

**19. Bin Branding Campaign and Standardization**





# Find It, Cook It, Save It

## *Assessing Access to Healthy Food in Brooklyn Park*

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### Getting Fresh Food in Suburbia

Brooklyn Park is a northern suburb of Minneapolis, MN. Like many American suburbs, Brooklyn Park has large lots zoned for single-family residential properties, wide streets, and inconsistent sidewalks. Unlike common perceptions of American suburbs, Brooklyn Park has seen a rise in immigrant and minority populations in recent years. Certain neighborhoods have developed into pockets of poverty, particularly in those areas adjacent to Zane Avenue. Given that the suburbanization of the city contributes to a low-density urban form without many sidewalks and bike trails, there is serious concern about the way community residents move around the city, whether by walking, biking, or public transportation. The physical design of the city, when combined with demographic changes and increases in poverty, aggravates the concern about the ability of city residents to access fresh and healthy foods.

**By researching the best practices of food access planning from various levels of government and local non-profits, this project will use GIS mapping techniques to determine several potential locations for a new food hub, food hub, and entrepreneurial space.**

**This project will identify barriers to food access, which include physical and transportation barriers, economic and affordability barriers, and barriers to culturally-relevant food options. When taken together, these factors will fit into the creation of a site that seeks to advance food access from all of these areas of life.**



#### Definitions

**Food Access is determined by a number of factors, not just how close people live to grocery stores, restaurants, community gardens or farms.**

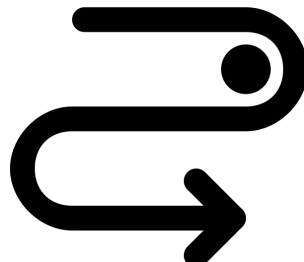
"Food spending and diet are likely to be influenced by the accessibility and affordability of food retailers—travel time to shopping, availability of healthy foods, and food prices." - USDA



#### Governments/ Institutions

**Governments have a role in both the production and reduction of food access issues.** Many cities, towns, and neighborhoods that experience food access problems are also those communities that have been subject to systemic disinvestment and/or a declining tax base.

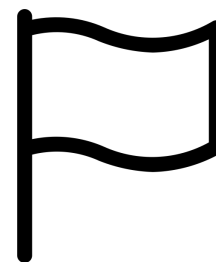
Institutions like food shelves and community food organizations frequently try to fill access gaps, but limited funding and capacity often reflect ad hoc solutions.



#### Physical Barriers

**Physical access barriers to food access include gaps in sidewalk and trail networks, public transportation routes that bypass stores and other "food access points", and wide streets and avenues with long light timers.**

Carrying groceries for long distances and/or long travel times decreases opportunities to go shopping by foot, bike, and public transit, especially when one has to transfer lines or make stops at multiple destinations.



#### Cultural Appropriateness

**There may not be culturally appropriate or relevant food options for everyone.**

Even where there exists great physical infrastructure, affordable food options, great government support, and institutional capacity, culturally-relevant food options may not be available.

Many immigrant and minority communities may have to travel long distances to purchase foods for celebrations, holidays, and to keep their culinary traditions alive.



#### Affordability

Affordability of food can be a considerable barrier to healthy food access, especially in places without many grocery options.

**Unaffordable food can lead people to make purchases at gas stations, convenience stores, and fast food, which are perceived to be less expensive per meal.** Farmers markets and grocery stores tend to have the lowest cost per unit of food.



Brenda Reeves with Spud McTater  
Source: Minnesota Sun



Brooklyn Park City Hall  
Source: www.brooklynpark.org



Closed Sidewalk  
Source: Berkeley Citizen's United



Patience Wilson and Traditional Fried Plantains  
Source: Public Radio International



Brooklyn Park Farmer's Market  
Source: Minneapolis Northwest



**Food Access is a multifaceted concept with many layers. How governments and institutions tackle this issue will be explored on the following poster.**

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@cityadvocacy

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## Assessing Access to Healthy Food in Brooklyn Park

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### Food Access Policies: Federal to Local

This poster describes the food access policies and priorities of different levels of government throughout the country. These different policies may help inform future food access initiatives in Brooklyn Park. **The policies were chosen for their relevance to Brooklyn Park:** King County has roughly the same density as Hennepin County; South Gate is a suburban community with a large foreign born population; and Minneapolis is a neighboring city with comprehensive policies.

Federal		<h4>USDA: Access to Affordable and Nutritious Food</h4> <div><div><b>Advantages</b><ul style="list-style-type: none"><li>Identifies the following food access problems nationwide:<ol style="list-style-type: none"><li>2.2% of all households (2.3 million) live more than a mile from a supermarket</li><li>3.4 million additional households (3.2%) live between 0.5 - 1 mile from a supermarket but lack access to an automobile</li><li>People living in low-income areas spend nearly 25% more time traveling to food access points</li><li>People who do not shop at grocery stores pay more for less healthy food</li></ol></li><li>Recommendations for improving food access:<ol style="list-style-type: none"><li>Incentives/subsidies to entice new stores to move into in food deserts</li><li>Support community-level interventions (e.g. gardens, farmers markets)</li><li>Transportation improvements where access problems are dispersed</li></ol></li></ul></div><div><b>Takeaways</b><p>The USDA provides a rigorous methodological framework to determine access to healthy food but it focuses exclusively on access to grocery stores and supermarkets.</p></div><div><b>Disadvantages</b><ul style="list-style-type: none"><li>Frames food access issues in terms of food deserts, which may downplay the effect of grassroots initiatives to improve food access</li><li>Improved access is contingent on obesity and chronic disease, not justice or historical inequity</li><li>Primary solution based around providing access to grocery stores, and not other community-driven food access points like farmer's markets, cooperatives, public markets, or informal spaces</li></ul></div></div>
State		<h4>Minnesota Food Charter Health Equity Guide</h4> <div><div><b>Advantages</b><ul style="list-style-type: none"><li>Identifies historical injustice and inequity as frameworks for recommendations</li><li>Recommendations for improving food access include:<ol style="list-style-type: none"><li>Locate bus routes near community food sources</li><li>Maintain sidewalks, metered crosswalks, and bike paths near stores</li><li>Create/support affordable food-delivery services</li><li>Increase resources to hunger relief programs</li></ol></li></ul></div><div><b>Takeaways</b><p>The Health Equity Guide provides local governments with specific recommendations for improving food access. However, it does not link food infrastructure improvements to either the costs incurred by small farmers or improving food access. These recommendations are presented as a means to combat obesity and chronic disease, rather than a possible remedy for historical injustice and inequity.</p></div><div><b>Disadvantages</b><ul style="list-style-type: none"><li>Recommended improvements in food infrastructure are costly for farmers (in both time and money) and may be infeasible for small, mom and pop farmers</li><li>Few connections between food infrastructure improvements and food availability</li><li>Like the USDA, frames its recommendations as a means to combat obesity and chronic disease</li><li>Does not provide guidance for developing supportive policies</li></ul></div></div>
County		<h4>King County, WA: Local Food Initiative</h4> <div><div><b>Advantages</b><ul style="list-style-type: none"><li>Recommendations for improving food systems and access:<ol style="list-style-type: none"><li>Strong supply-side programs that provide needed assistance to farmers and distributors</li><li>Good Food Bags program brings healthy food to people who need it most</li><li>Works to preserve farmland in rural areas of county</li><li>Sets target levels for healthy food consumption for kids and adults</li></ol></li></ul></div><div><b>Takeaways</b><p>Provides recommendations to increase production of suburban and rural farms and to bring produce to market more efficiently. Unfortunately, the document does not provide many solutions to reach ambitious healthy food consumption targets and nor does it mention transportation improvements and physical barriers to access.</p></div><div><b>Disadvantages</b><ul style="list-style-type: none"><li>Solutions to reach target healthy food consumption levels are incomplete</li><li>Carrot/Stick approach may not work for increasing healthy food purchases</li><li>Transportation and physical barriers to food access are not mentioned</li><li>Focus is solely on farmers, producers, distributors</li></ul></div></div>
Municipal		<h4>South Gate, CA: South Gate General Plan 2035</h4> <div><div><b>Advantages</b><ul style="list-style-type: none"><li>Methodology identifies specific barriers to physical activity<ol style="list-style-type: none"><li>High-volume roadways and freeways</li><li>Train Tracks</li></ol></li><li>Recommendations for improving food access<ol style="list-style-type: none"><li>Every residential parcel within 1/4 mile of healthy food outlets</li><li>Avoid concentrations of unhealthy food retailers</li><li>Zoning and land use codes that allow gardening</li></ol></li></ul></div><div><b>Takeaways</b><p>Delivers solid analytical tools for developing a localized food access framework to reach healthy food consumption and location targets. However, it poses food access as a food consumption issue and does not include community wealth building opportunities as a key strategy to increase food access.</p></div><div><b>Disadvantages</b><ul style="list-style-type: none"><li>Contradictory views about economic development and community gardening initiatives</li><li>Does not include ways to create community wealth building opportunities through food systems</li></ul></div></div>
Municipal		<h4>Minneapolis, MN: Homegrown Minneapolis</h4> <div><div><b>Advantages</b><p>Comprehensive food policy programme that tackles food access through many city departments including the Health Department, and Planning and Economic Development that establishes:</p><ol style="list-style-type: none"><li><b>Minneapolis Food Council:</b> works to increase access to food, address hunger, connect sectors of the food system, and ensure a sustainable and just food system</li><li><b>EBT at Farmers Markets:</b> allows EBT and SNAP recipients to use their benefits at Farmers Markets with matching (up to \$10/trip) from the city and insurance companies</li><li><b>Healthy Corner Stores Initiative:</b> puts more healthy foods on shelves in small, corner stores and gas stations</li><li><b>Staple Foods Ordinance:</b> requires convenience stores and gas stations to carry a certain amount of basic food items including fruits, vegetables, whole grains, eggs, and dairy</li></ol></div><div><b>Takeaways</b><p>One of the most complete food policy systems in the United States. However, it depends on public financing and may only work at scale. Limited recommendations for improving physical access to food.</p></div><div><b>Disadvantages</b><ul style="list-style-type: none"><li>Costly program may only work at scale</li><li>Limited scope in terms of transit access</li><li>Limited scope in terms of active transportation</li><li>Ad-hoc approach to a number of community problems</li></ul></div></div>

Brooklyn Park can borrow methodologies from these precedents to evaluate food access. Brooklyn Park’s unique demographic and spatial characteristics will be investigated in the following two posters.



# Find It, Cook It, Save It

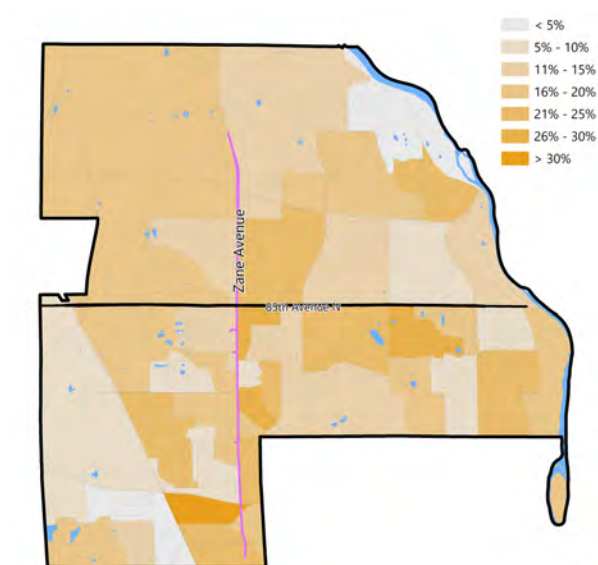
## Assessing Access to Healthy Food in Brooklyn Park

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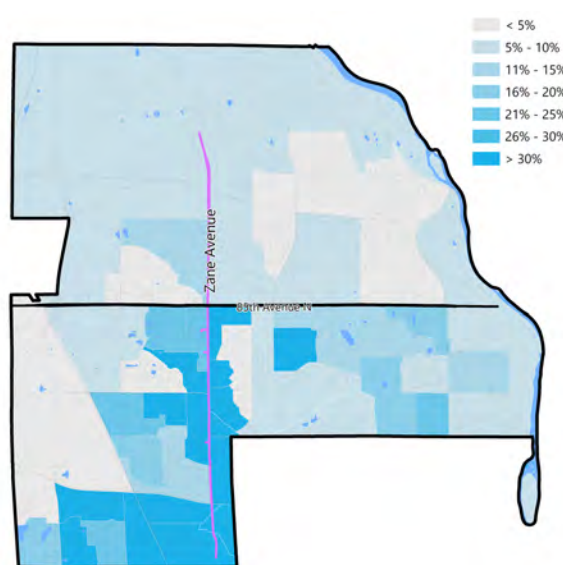
### Buying It: The Challenge of Affordability

By merging the foreign born population, Supplemental Nutrition Assistance Program (SNAP) enrollment, poverty, and the location of food access points, we can identify several barriers to food access. **Like many other suburban communities both locally and nationally, Brooklyn Park faces unique obstacles with higher than average levels of poverty for which the city was not initially equipped to manage.**



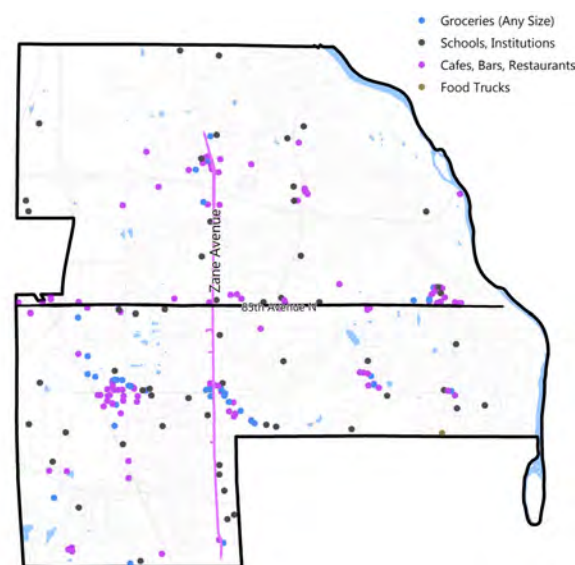
**Percent Foreign Born**

Source: 2015 5-Yr ACS



**Percent of Households with SNAP Benefits**

Source: 2015 5-Yr ACS



**Business Licenses by Type**

Source: City of Brooklyn Park

### Methodology

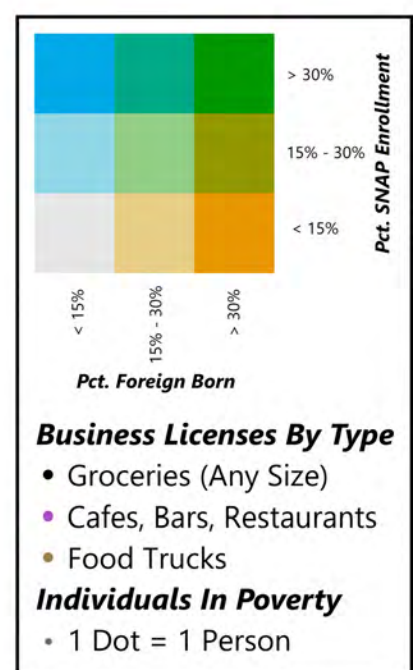
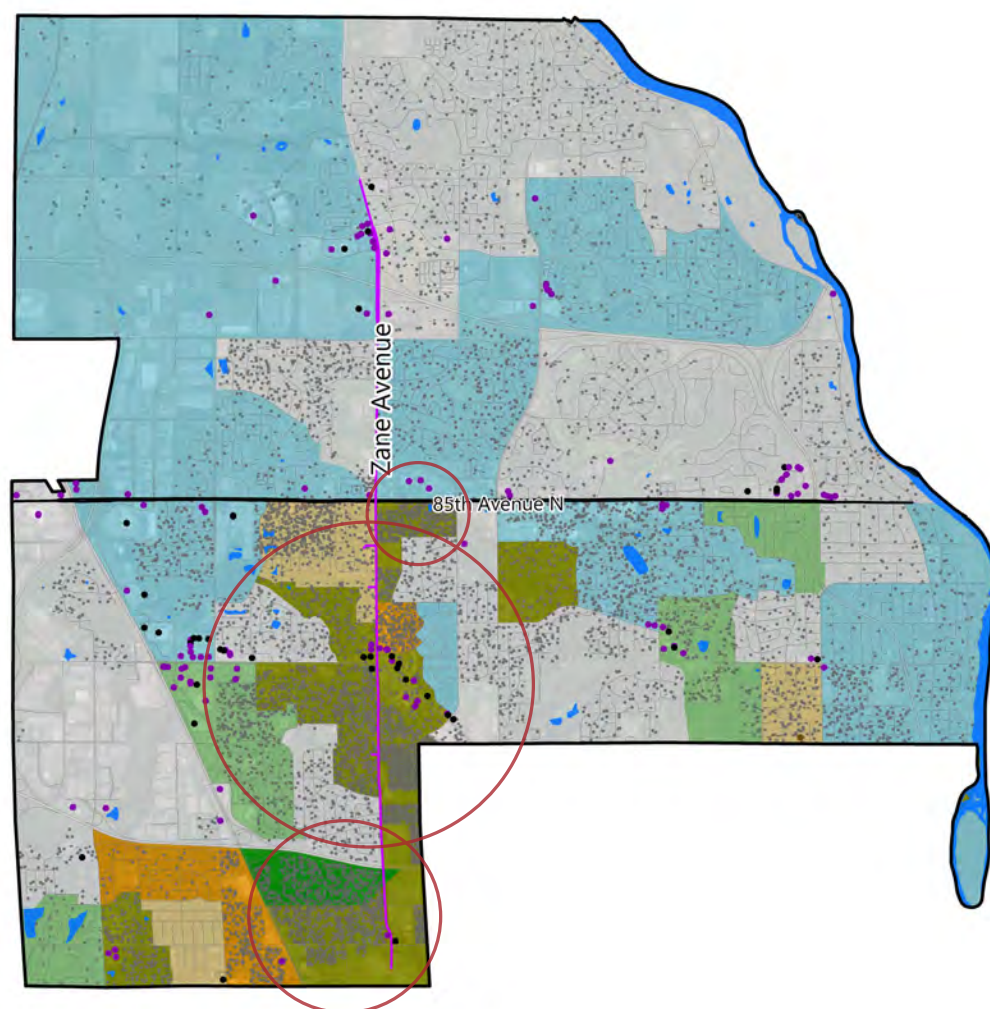
Using 2015 American Community Survey 5-Year Block Group data from the US Census Bureau, we use the foreign born percentage, SNAP enrollment rates by household, and food service business licenses from the City of Brooklyn Park to **determine the locations of greatest need for better food access.**

In the large map on the right, these data layers are combined into a bivariate map that shows the incidence of SNAP enrollment and foreign born population. Poverty was converted into individual dots and then normalized by areas zoned residential or mixed use.

### Findings

The circled areas represent those places in greatest need of support as they demonstrate the highest levels of overlap between SNAP enrollment, foreign born population, and individuals in poverty. These areas are concentrated predominantly along Zane Avenue, near the southern border of the city with neighboring Crystal and adjacent to the Crystal Airport.

There is also a clear distinction between the low incidence of SNAP enrollment, foreign born population, and poverty north of 85th Avenue N.



Sources: City of Brooklyn Park; United States Census Bureau

**From this analysis, the areas located along the Zane Avenue Corridor south of 85th Avenue North are most likely to be the most vulnerable to a lack of affordability. In the next poster we consider the challenge of getting to food access points.**

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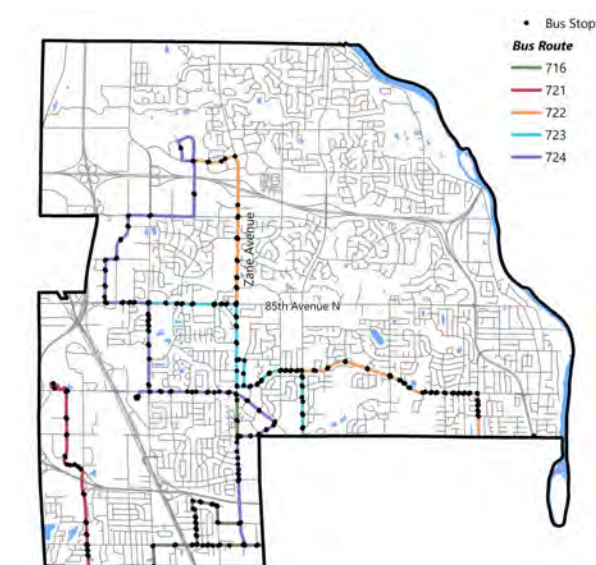
## Assessing Access to Healthy Food in Brooklyn Park

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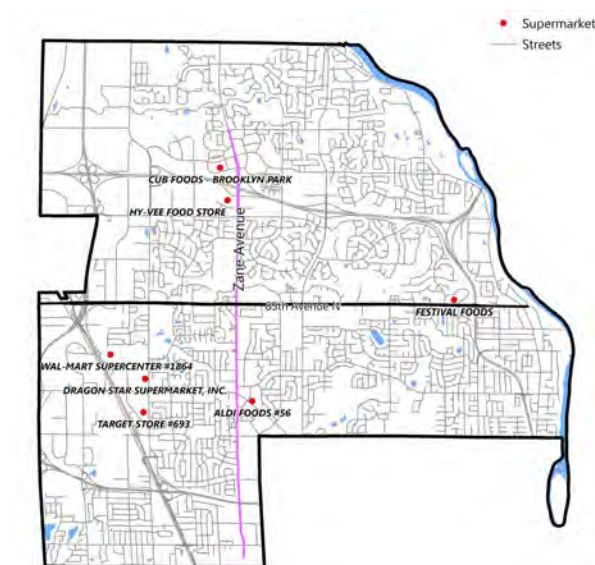
### Getting There: The Challenge of Mobility

**This poster demonstrates mobility barriers to reach food access points.** This poster narrows food access points down to supermarkets, analyzes sidewalks and trails, and full-service bus lines. There is a gap in accessibility infrastructure in Brooklyn Park, especially in those areas identified with a high rate of poverty and SNAP enrollment. Though it is common for suburban communities to be built around the automobile, food access is particularly challenging for those people and families without multimodal transportation infrastructure.



**7-Day/Week Bus Routes**

Source: Metropolitan Council



**Supermarkets**

Source: City of Brooklyn Park



**Sidewalks and Trails**

Source: City of Brooklyn Park

### Methodology

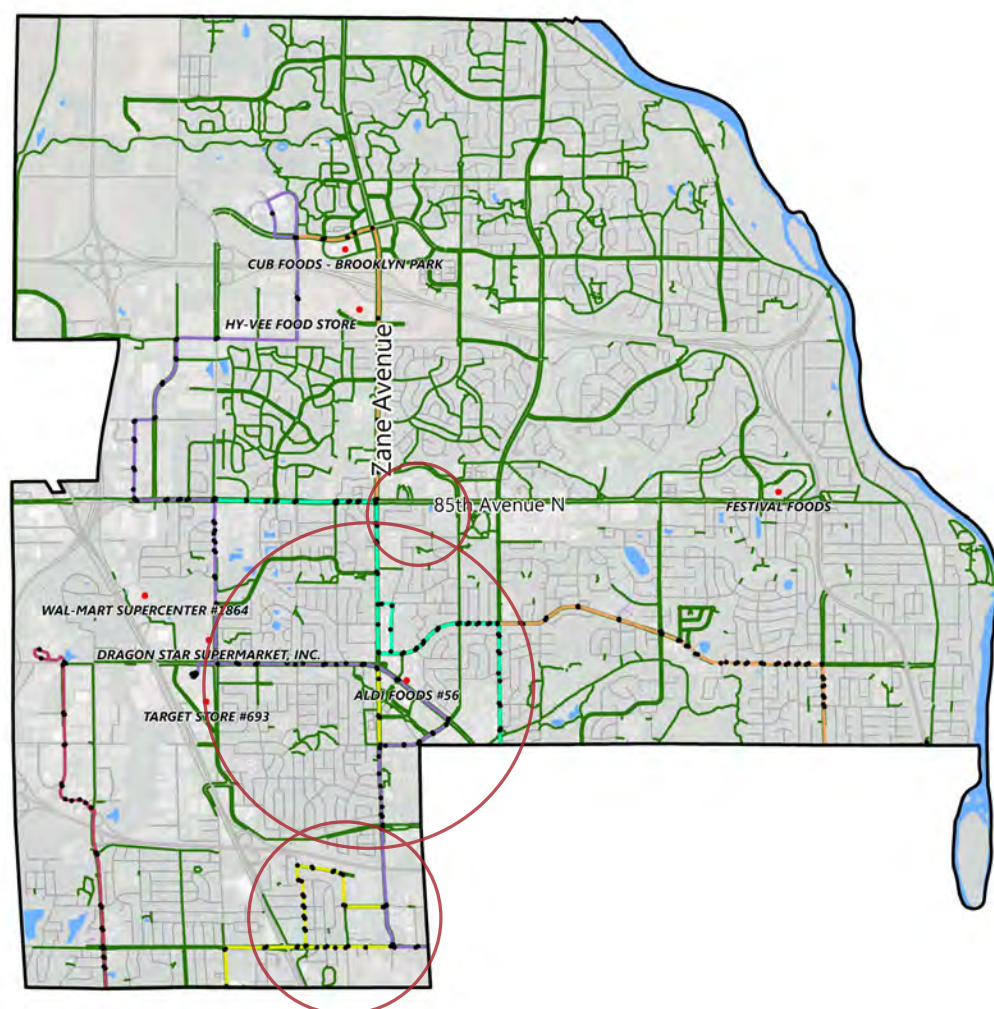
The location of bus stops and alignment of bus routes in the above map were narrowed down from the Metropolitan Council's transitway alignment data. The total dataset was reduced to only those routes that have regular service 7 days per week, irrespective of trip frequency. The second map uses business license data from the City of Brooklyn Park to determine the location of full-service grocery stores and supermarkets. Sidewalks and trails were also provided by the City.

In the large map on the right, these data layers are combined. **The circles identify the areas from the previous poster with high incidents of SNAP enrollment and poverty.**

### Findings

**The circled areas are the same areas identified in the previous poster as those with the highest incidence of SNAP enrollment and individuals in poverty.**

**These areas also have good weekly bus service, but access to those bus lines is highly limited. There are few sidewalks and trails that provide connectivity to grocery stores and to public transportation, a trend that reverses north of 85th Avenue N.**



Sources: City of Brooklyn Park; Metropolitan Council

**The areas identified in the previous poster with a high percentage of foreign born residents, SNAP enrollment, and poverty also exhibit a low level of transit and physical connectivity. The following poster considers minority resident focus group feedback for a future food hub site.**

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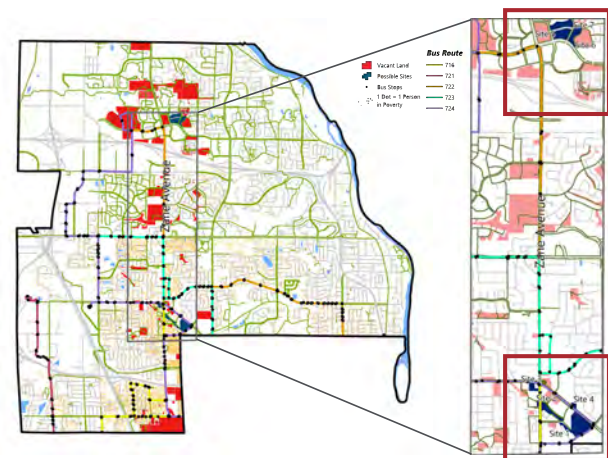
# Find It, Cook It, Save It

## Assessing Access to Healthy Food in Brooklyn Park

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### Potential Sites for a Food Hub



The map on the left shows the location of vacant and easy-to-purchase parcels in the Zane Avenue Corridor alongside the accessibility to active and public transportation. “Easy-to-purchase parcels” have been identified by the City of Brooklyn Park for potential future acquisition. Vacant parcels are red, while the easy-to-acquire parcels are blue. The light-orange dots represents individual people in poverty to highlight those areas identified in preceding posters as those most in need of improved food access.

The long map shows the area along Zane avenue in greater detail, with the easy-to-purchase parcels re-colored and designated as Sites 1-7. These sites have several different qualities that may more may not serve residents of Brooklyn Park who lack access to food. Sites 5, 6, and 7 connect with few bus lines, even though they are located in areas with a good amount of trails and sidewalks and great internal connectivity. Despite great internal connectivity, these sites lack external connectivity, due in large part to their location adjacent to the MN-610 freeway.

	Total Score	Bus Access	Bus Score	Trail Score	Proximity to Areas of Poverty?	Prox. Score	Size Rank	Size Score
Site 1	3.7	1 Route (724)	1	1	Yes	1	7	0.7
Site 2	4.3	2 Routes (716, 724)	2	1	Yes	1	3	0.3
Site 3	6.2	4 Routes (716, 722, 723, 724)	4	1	Yes	1	2	0.2
Site 4	3.1	1 Route (724)	1	1	Yes	1	1	0.1
Site 5	2.6	1 Route (722)	1	1	Yes	1	6	0.6
Site 6	1.4	No Access	0	1	No	1	4	0.4
Site 7	1.5	No Access	0	1	No	1	5	0.5

### Methodology

Using a simple test to determine the suitability of different sites, a site’s total score is equal to the sum of the following factors:

- One point for each adjacent transit line
- One point for access to trails
- One point for proximity to areas of poverty
- A partial point for the size of the site

From these scores, Site 3 had the highest score for its close proximity to four bus routes. Site 2 and Site 1 may also be good sites, since they are larger in size, but lack direct access to transit.



#### Site 3

- Walkable access to four bus routes
- Connections to trails and sidewalks
- Highest overall score of all sites
- High potential visibility from Zane Ave and Brooklyn Blvd

#### Site 1



- Largest total area
- Good connections to existing trails
- Adjacent to areas of poverty
- Not great access to bus lines

#### Site 2



- Great internal and external connections to trails and sidewalks
- Adjacent to areas of poverty
- Odd-shaped parcel

#### Site 4



- Sidewalk access to Brooklyn Blvd
- Adjacent to areas of poverty
- Smallest of all the sites
- Access to one transit line

#### Site 5



- Not adjacent to areas of poverty
- Access to one bus line
- The second largest area
- Good connections with nearby trails

#### Site 6



- Not adjacent to areas of poverty
- No access to bus lines
- Good connections with nearby trails

#### Site 7



- Not adjacent to areas of poverty
- No access to bus lines
- Good connections with nearby trails

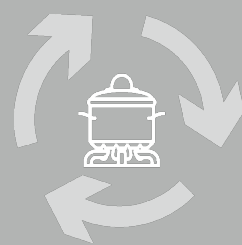
Site 3, located at the intersection of Zane Avenue and Brooklyn Boulevard, is the most suitable site for a food hub in Brooklyn Park after accounting for concentrations of poverty, foreign born residents, and physical and transit access. The following section will describe the programming and design of a food hub.



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## Evaluation of a Potential Food Hub in Brooklyn Park

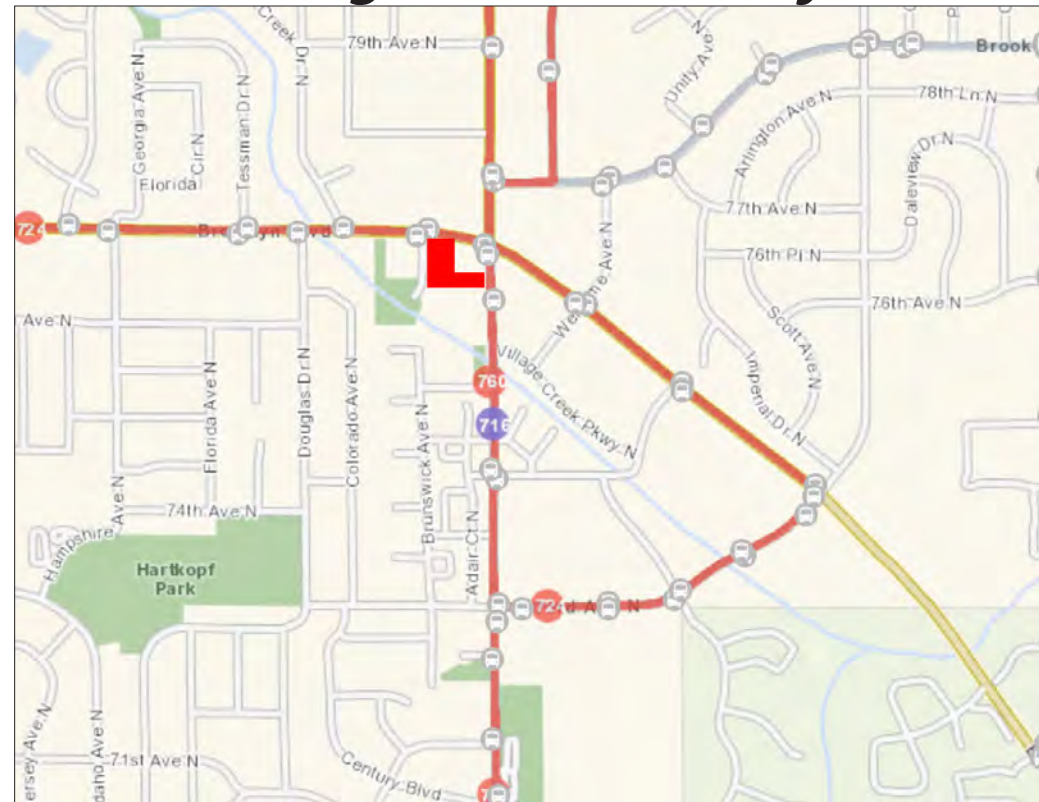
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### From Spatial Analysis to Site Plan

In the previous set of posters we considered the challenges that residents in Brooklyn Park face in getting access to healthy food. Following an in-depth spatial analysis and an understanding of the feedback that has been provided, **we are able to identify a specific site for the development of a food hub in Brooklyn Park.** In the following posters we start by examining an informal food economy that drives the need for a food hub, we continue by considering community kitchens and food hubs as an industry; we follow by addressing the financial viability of a food hub and the potential programming for a food hub, and we conclude by considering a food hub in Brooklyn Park.

### Site 3 - Village Creek, Brooklyn Boulevard and Zane Avenue North



The proposed site for the food hub is at the southwest corner of Brooklyn Boulevard and Zane Avenue North. The site is comprised of five individual, vacant lots, all owned by the Brooklyn Park Economic Development Authority. There are several benefits to the proposed site:

#### Existing Businesses:

The proposed site is located at an existing commercial node, there are many businesses located nearby, including a grocery store, restaurants, pharmacy, and doctor's office.

#### Transit:

The proposed site is conveniently located along three existing transit lines. The future METRO Blue Line extension will also be close by.



**716** - Zane Ave - 63rd Ave - Crystal - Robbinsdale



**724** - Limited Stop - Target Campus - Starlite - Brooklyn Center



**760** - Express - Zane Ave - 63rd Ave - 65th Ave P&R - MPLS

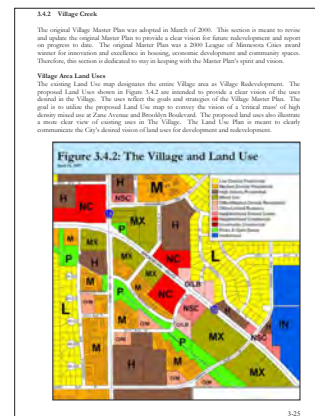


**METRO Blue Line** ■  
Brooklyn Park - Robbinsdale - Crystal - Golden Valley - Minneapolis - Airport - Mall of America

### Land Use Characteristics

Any evaluation of a potential food hub must take into consideration the land use characteristics, specifically future land use, zoning, and site plan requirements. Future land use provides policy guidance for what types of uses should be located at a specific site, zoning legally regulates what uses can occur, and site plan requirements dictate how the building is situated in relation to the entire site.

### Future Land Use

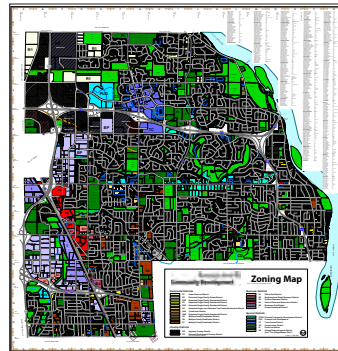


Brooklyn Park's 2030 Comprehensive Plan designates the future land use for the proposed site as mixed use.

The Comprehensive Plan's definition of mixed use is: **"office uses and commercial or retail uses that are ancillary and supportive of office uses and residential uses when integrally designed in a master plan to be approved by the City."**

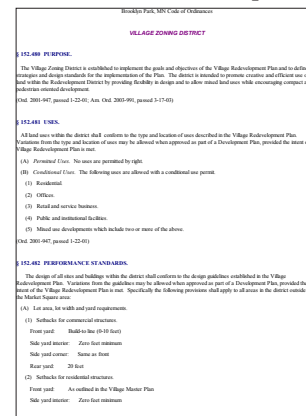
The proposed site is also located in the Village Creek area and is additionally regulated through the Village Area Redevelopment Plan, the goal of which is to provide a **"critical mass' of high density mixed use at Zane Avenue and Brooklyn Boulevard."**

### Zoning



**Plan."** Residential, office, retail and service business, public and institutional facilities, and mixed use developments which include two or more of the previously mentioned uses are allowed through a conditional use permit. There are no permitted uses in the Village Zoning District.

### Site Plan Requirements



**The Village Redevelopment Plan,** as well as the **Village Zoning District** establishes specific design guidelines and design standards to guide development: **Lot area, lot width, and yard requirements,** parking, building design and materials, trash handling and screening, landscaping, signage/

awnings, and pedestrian access and circulation. Variations from the design guidelines may be allowed when approved as part of a Development Plan.

**Although this site was identified through a comprehensive spatial analysis of food access in Brooklyn Park, there are specific needs for a food hub. The next poster considers the reasons to introduce a food hub in Brooklyn Park due to the practices of the entrepreneurial immigrant population and the emergence of an informal food economy.**

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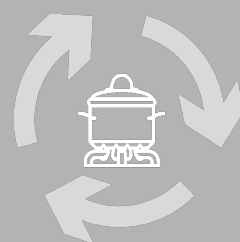




# Find It, Cook It, Save It

## *Evaluation of a Potential Food Hub in Brooklyn Park*

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## ***Immigrant Entrepreneurship and the Emergence of an Informal Economy***

In the early 2000's, staff for the City of Brooklyn Park began to notice an informal, food based economy in Brooklyn Park's immigrant community. This informal economy took place through home-based food businesses. Home-based food businesses are prohibited since their operation raises health concerns related to food preparation and risk of fire due to the increased use of residential kitchens inside homes. However, the informal food economy has since remained vibrant and represents an important economic activity for the community. **In this poster, we look at the challenges these entrepreneurs face, as well as the timeline related to the local food economy.**



### ***Food Safety***

Licensing of commercial kitchens is necessary to ensure proper food preparation safety. Food safety concerns addressed through licenising include:

- Improper cooling of potentially hazardous foods can allow disease-causing bacteria to grow
- Improper personal hygiene can lead to food contamination
- Use of unsanitized cooking utensils can lead to food contamination



### ***Fire Safety***

Cooking fires are the most common type of residential fires, according to the National Fire Protection Association. Commercial kitchens typically are required to have the following safety features to reduce the risk of fire:

- Accessible fire extinguishers
- Automatic fire detection systems
- Automatic fire sprinklers or fire suppression systems

## ***From Challenges to Opportunity***

Given these challenges, how can the entrepreneurial energy of immigrants be tapped to provide rising entrepreneurs with the tools to cultivate a local food economy? To explore this question, we must first understand how we got here.

## ***Timeline***

### ***2002-2006***

The City of Brooklyn Park started responding to complaints regarding food businesses operating inside homes. The city began to identify make-shift kitchens during responses to fire calls.



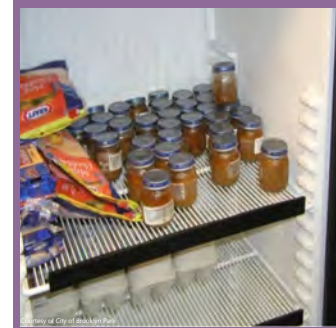
Courtesy of City of Brooklyn Park  
Handmade signs advertising food for sale



Courtesy of City of Brooklyn Park  
Equipment in make-shift kitchen

### ***2008-2010***

City started to find unapproved foods in local markets.



Courtesy of City of Brooklyn Park  
Home-made canned goods for sale at market



Courtesy of City of Brooklyn Park  
Home-made canned goods for sale at market

### ***2010-2012***

The Community Engagement Initiative (CEI) was part of the City's strategic planning efforts. The Resources Team from this initiative identified a community kitchen as a possible resource/solution for the community.



Courtesy of MPH News  
Reva Chamblis, Linda Freemon, Wayne Doe and Kehinde Odusote attended a Diversity Committee meeting in Brooklyn Park

### ***2012***

The State Legislature passes the Pickle Bill, which allowed the sale of non-potentially hazardous foods at community events and farmers markets. Unfortunately, "community events" was not defined in state law, thus limited small food producers to farmers markets to sell their products.

### ***2014-Present***

City inspectors are still finding homemade foods offered for sale at local markets.



Courtesy of City of Brooklyn Park  
Home-made bread for sale at local market



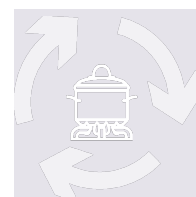
Courtesy of City of Brooklyn Park  
Home-packaged salads and meat for sale at local market

### ***2015***

The State Legislature passes the Cottage Food Bill, which revised the Pickle Bill and allows products to be sold directly to the consumer. Food entrepreneurs can sell from a private home, at farmer's markets, community events, or on the internet. Sellers cannot sell more than \$18,000 in a calendar year.



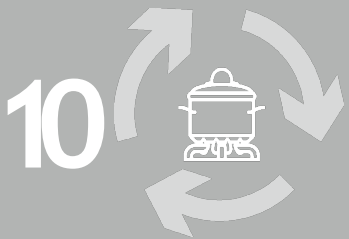
Courtesy of State of Minnesota  
State Representative Jim Newberger (R, District 15B) was the author of the Cottage Food Bill



***How can this infomal food economy, led by entrepreneurial immigrants, be harnassed to benefit the community while being in compliance with city and state food regulations? A food hub with kitchen space to rent, licensed as a commercial kitchen, would provide these home-based food businesses with the ability to grow and thrive while also being in compliance with food safety regulations.***

# Find It, Cook It, Save It

## Evaluation of a Potential Food Hub in Brooklyn Park



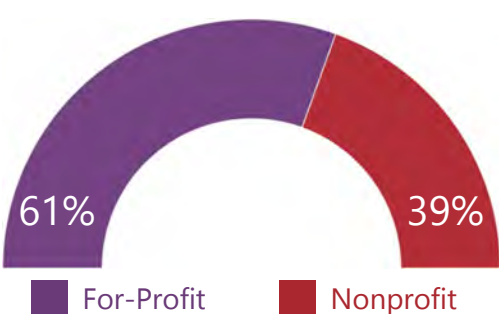
### Food Hubs: An Industry Snapshot

To know what a food hub in Brooklyn Park can look like, we need to consider the typical characteristics of food hubs, as well as a characteristics of specific food hubs.

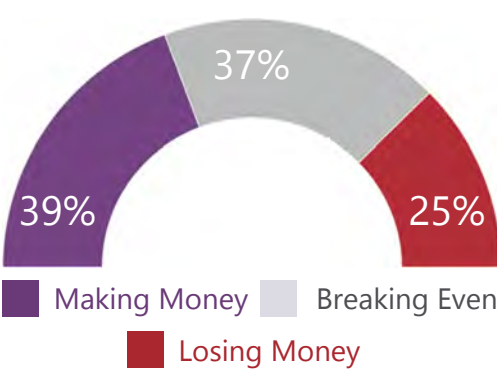
#### Location



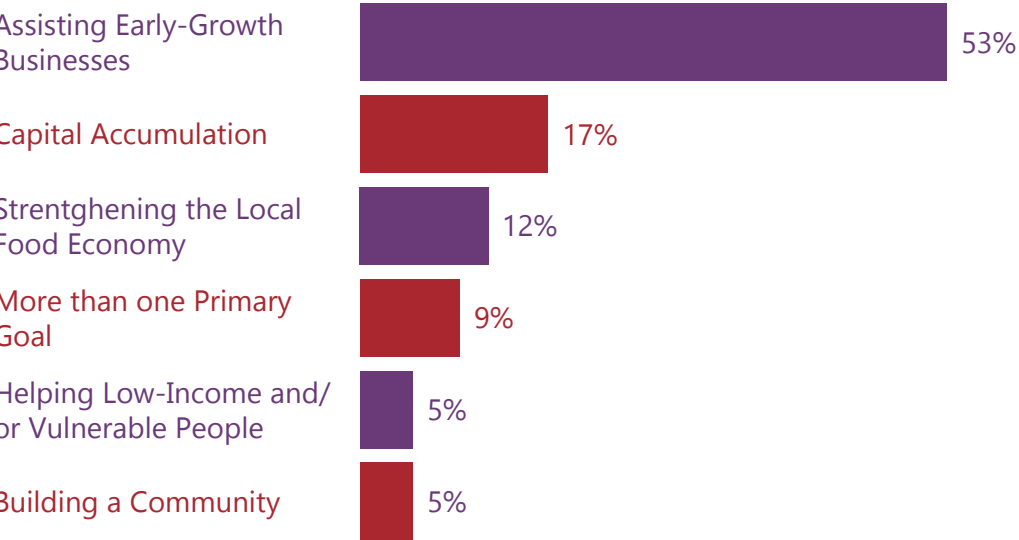
#### For-Profit vs. Nonprofit



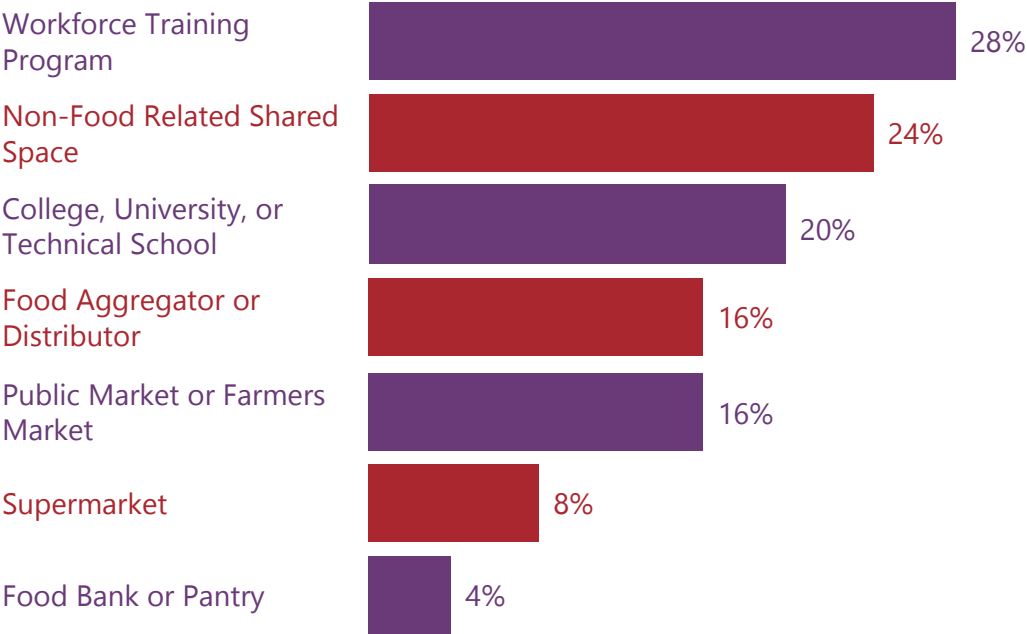
#### Financial Status



#### Primary Goals of Community Kitchens



#### Typical Programming of Community Kitchens



Industry snapshot courtesy of "U.S. Kitchen Incubators: an Industry Update" produced by American Communities Trust, Econsult Solutions, and Urbane Development.

### Precedents: Minneapolis & Beyond

#### Local Precedent: Kindred Kitchen, West Broadway, Minneapolis



Outside of Kindred Kitchen

Kindred Kitchen's mission is to **"provide an affordable, high quality environment for food entrepreneurs desiring to start up or grow their food business."** Kindred Kitchen is owned and operated by Appetite for Change, a non-profit North Minneapolis social enterprise. The project was incubated by Catylst Community Partners, a nonprofit development founded by the Ackerberg Group's Stu Ackerberg that invests in urban projects that would not otherwise be possible. Features of Kindred Kitchen include:

- Rent starting at \$250 per month which includes 12.5 hours of cooking time, with additional cooking at \$16 per hour.
- Equipment such as 6-burner ranges, stacked convection ovens, frier, tilt skillet, mixers, commercial dishwasher, sinks, refrigerators, freezers, hot-cold ovens, meat slicer, and prep counters.
- Provided products such as cleaning supplies, bar towels, aprons, hair nets, and gloves.
- Dry, locked storage for small wares and utensils.

#### Non-Local Precedent: La Cocina, Mission District, San Francisco



La Cocina's Kitchen Space in use

La Cocina's mission is to **"cultivate low income food entrepreneurs as they formalize and grow their businesses by providing affordable commercial kitchen space, industry-specific technical assistance and access to market opportunities"** with a focus on women from communiites of color and immigrant communities. The kitchen was created by the Women's Initiative for Self-Employment, The Women's Foundation of California, and an anonymous donor. La Cocina has both commercial kitchen space for rent and an incubator program, which is a comprehensive assistance program targeted at early-stage food businesses. Their goal is to ensure growing businesses grow into healthy, sustainable businesses. Their business incubator program has two parts, pre-incubation and incubtion. Pre-incubation is a 6-month period where participants receive technical assistance in the areas of product, marketing, finances, and operations, to get their businesses started. During the incubation period, participants gain access to commercial kitchen space.

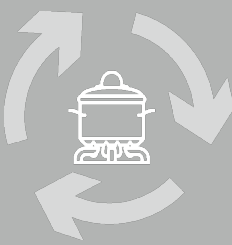
**The food hub industry is very diverse. Food hubs exist in many places and offer varying degrees of programming. They also operate as both for profit and non-profit entities. With such characteristics and precedents under consideration, the next question is: How would a food hub in Brooklyn Park be financially viable?**



# Find It, Cook It, Save It

## Evaluation of a Potential Food Hub in Brooklyn Park

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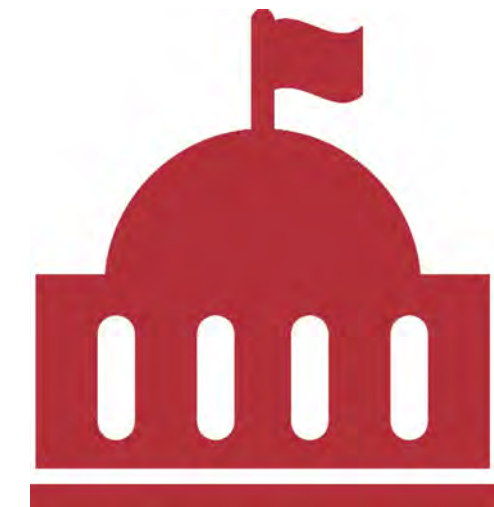


### How do you make a food hub financially viable?

Before a food hub in Brooklyn Park can be pursued, a viable financial model needs to be established. The financing would be broken down into two parts, construction and operations. By looking at how other food hubs operate financially we can consider the tools that could be used for a food hub in Brooklyn Park.

**To build a food hub, some or all of these sources will need to be used...**

#### Municipal Economic Development Funds



The City of Brooklyn Park could deploy community development funds such as **Tax Increment Financing (TIF) or Community Development Block Grant** funds to either partially or fully pay for construction of a food hub.

##### Local Precedent:

The City of Brooklyn Park used \$800,000 of TIF funds to construct a building for **Avenues for Homeless Youth**, a homeless youth shelter.



#### Private Donations



Private donations from either corporations or individuals could be solicited to either partially or fully pay for construction of a food hub.

##### Local Precedents:

Kindred Kitchen was built by Catylust Community Partners, a nonprofit development company started by Stu Ackerberg. Good Acre Food Hub was built by the Pohlads family.



**To operate a food hub, some or all of these sources will need to be used...**

#### Revenue from Rent



Revenue from renting out space in the commercial kitchen can be used to cover part of the operating costs. However, since rents would most likely need to be below market rate, rents would only cover a small portion of the operating expenses.

#### Funding from City



The city can provide annual funding to cover partial or full operating expenses. Like Avenues for Homeless Youth, the city could lease the building for \$1 a year. The City of Minneapolis currently funds its neighborhood organizations, allowing them to have operating budgets and hire staff.

#### Grants



70% of non-profit community kitchens and 40% of all community kitchens in the United States receive grant support.<sup>1</sup> Grants can be applied to cover operating expenses. They can be obtained from foundations such as the McKnight Foundation, the federal government, or from other sources. Grants are competitive and one-time, so a substantial amount of staff resources would need to be devoted to applying for grants depending on how much of the operating budget they are needed to cover.

<sup>1</sup>“U.S. Kitchen Incubators: an Industry Update” produced by American Communities Trust, Econsult Solutions, and Urbane Development.

#### Corporate Donations from Companies:



Gives 5% of their profit back to the community annually.



Gave \$54.2 million back to the community in 2016.



Gives back specifically to the Twin Cities through their Twin City Fund.



Gave \$28 million in grants in 2015.



Gave \$50 million to non-profit organizations in 2016.



Focus giving on hunger, nutrition, and environmental stewardship.



**Figuring out how to finance the construction and operations of a food hub is a large obstacle. With the various types of financial sources identified, the next step is to determine what types of amenities and services could be offered at a food hub to determine its programming.**

# Find It, Cook It, Save It

## *Evaluation of a Potential Food Hub in Brooklyn Park*

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### ***A Food Hub in Brooklyn Park could include...***

One of the most important aspects of planning a food hub is determining what type of amenities and services it should have. A needs assessment for the food hub was conducted in parallel to this project by another group in a food systems capstone course. Stakeholders were surveyed and asked what type of amenities and services they would utilize. The types of amenities and services listed below represent what could feasibly be included in a potential food hub for Brooklyn Park.

#### ***Kitchen Rental***



**Kitchen rental is the backbone of any food hub.** Entrepreneurs would be able to rent space in a licensed facility that meets regulatory approval to prepare and cook food:

- Members would pay a monthly rent which includes a certain number of hours, with additional time available at an hourly rate.
- Access to cooking equipment such as burner ranges, ovens, friers, mixers, sinks, commercial dishwashers, and prep counters.
- Storage such as refrigerators, walk-in freezers for food, and lockers for equipment and other pantry items.



#### ***Commercial Storefront***



A commercial storefront would allow kitchen members, as well as other food entrepreneurs with access to a commercial kitchen, a place to test out and sell their food. Commercial storefronts are a common feature in many food hubs.



#### ***Food Truck***



A food hub would assist the growing food truck business in Brooklyn Park by providing a base of operations for food truck owners and a place to park their food trucks. Additionally, a kitchen-owned food truck could be available for members to rent at daily and hourly rates.



#### ***Farmers Market***



The parking lot could be converted on weekends during the spring, summer, and fall to be a farmers market. Kitchen members and other vendors would be able to sell food and other products.



#### ***Classrooms for Community Education***



Classrooms would be available for community education classes. The classrooms would be a mix between standard classrooms and classrooms with kitchen equipment and/or access to the main kitchen for cooking classes.



#### ***Organic Waste Drop Off***



Since Brooklyn Park residents are required to set up their own garbage service and organic waste recycling with private haulers is cost prohibitive for many, the community kitchen could provide a location for residents to drop off their organic waste.



#### ***Community Garden***



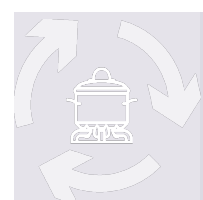
The city currently operates two community gardens with individual plots available. However, neither are within close proximity to the proposed site. A small community garden could be included to allow kitchen members a space to grow their own food.



#### ***Business Incubator Program***



A business incubator program would guide entrepreneurs and help them grow a successful food business. In addition to commercial kitchen space, participants would have access to technical assistance such as product, marketing, finances, and operations. Criteria to participate in the program would be that applicants are low income, are business ready, demonstrate entrepreneurial skills, and have product viability. Inclusion of a business incubator program would add a significant amount to operating expenses as it would require additional staff to run the program. La Cocina in San Francisco operates a very successful business incubator program as their graduates sell food locally, regionally, nationally, and even internationally.



***With the amenities and services for the potential food hub identified, the next step is to determine how these amenities and services can be incorporated into the footprint of the building. In the next poster, we look at the programming for the proposed site.***



# Find It, Cook It, Save It

## Evaluation of a Potential Food Hub in Brooklyn Park

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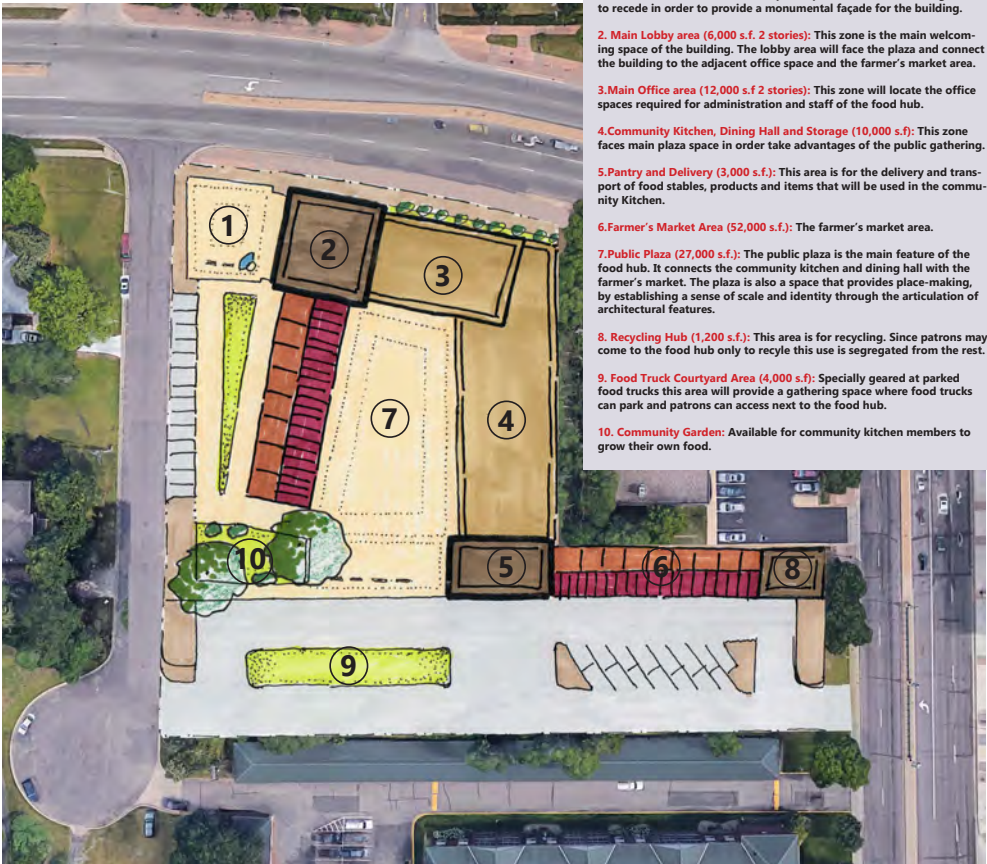
In this final poster we provide a vision of the Brooklyn Park Food Hub. This schematic proposal establishes several **site planning strategies** to take advantage of the **site's challenges and opportunities**. In this poster we establish the footprint of the building and provide several analytical diagrams that explain how the site is programmed.

The site is approximately 95,000 square feet. While the site represents a large area with ample space for programming, one of its key challenges is the different types of frontage conditions it has to address. The parcel has three different types of frontages. The western side of the site is 350 feet long. It faces a residential street with two residences that ends in a cul-de-sac. The street functions as an alley due to its current low frequency of traffic it experiences. The northern and eastern frontages are defined by two high frequency corridors. On the northern side the site is bound by Brooklyn Boulevard, on the eastern side the site is defined by Zane Avenue, also a high frequency corridor. The main difference between both high frequency frontages is the distance of exposed area adjoining the parcel. The northern side of the block is 242 feet long while the eastern side with Zane Avenue is 100 feet.

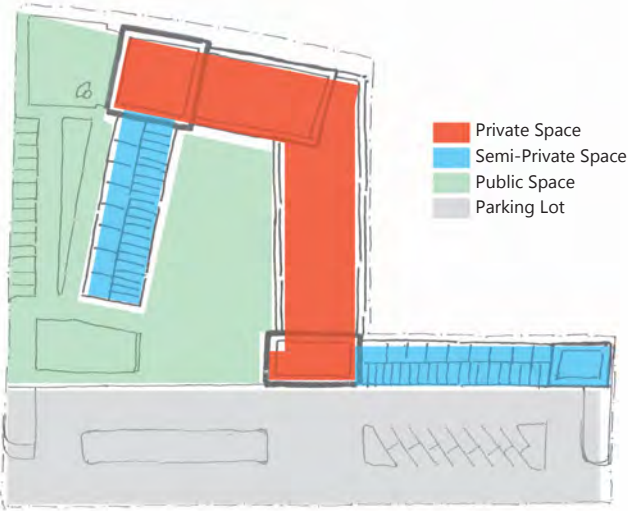
These characteristics establish a hierarchy of façades for the food hub: a main façade facing the residential street, a secondary façade facing Brooklyn Boulevard and a tertiary façade facing Zane Avenue. The secondary and tertiary façades would function as buffers from the high frequency corridors to private and public activities at the food hub.

The building footprint focuses its programming inwards rather than outwards towards high-density corridors. The building applies its massing around the internal edges of the site to veer its activity into a main public plaza serving not only as a grand space for the food hub but also community destination.

The roof plan on the right demonstrates the proposed scheme. Below you can identify the specific programmatic use for the scheme. These areas represent particular zones that define the future development of a floor plan.



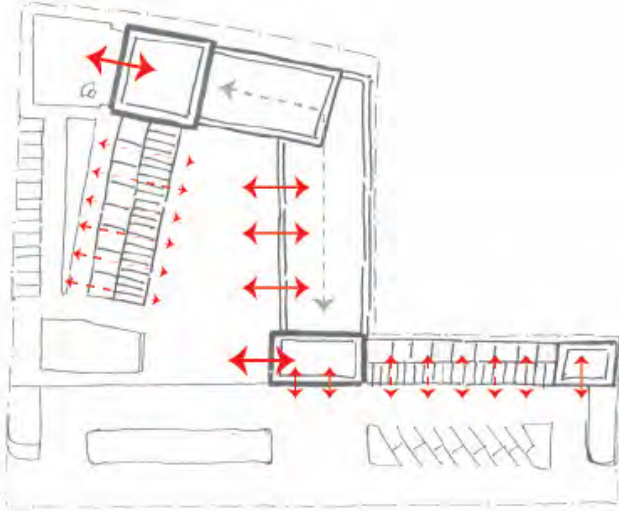
### Public vs. Private Space Analysis



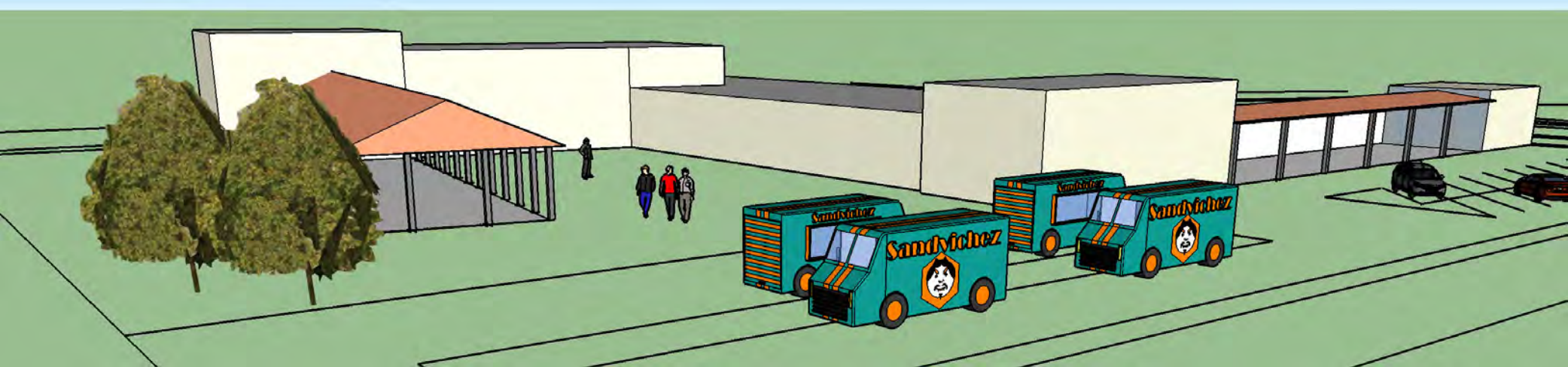
### Traffic Flow & Parking Analysis



### Traffic Flow & Parking Analysis



### View of Massing Model Showing Main Programming





# Find It, Cook It, Save It

## Organics Recycling: Strategies for Success & Sustainability

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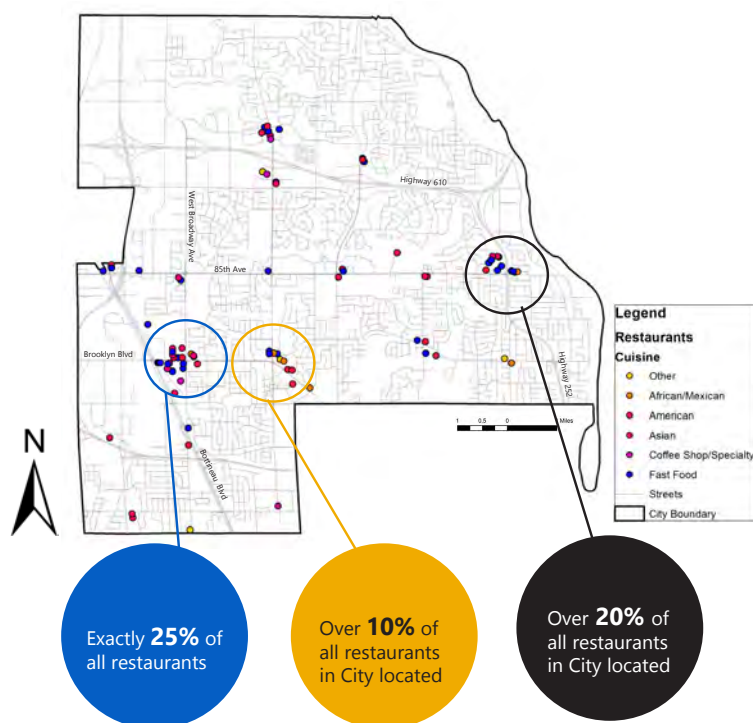


### Organics recycling in Brooklyn Park: What are the problems?

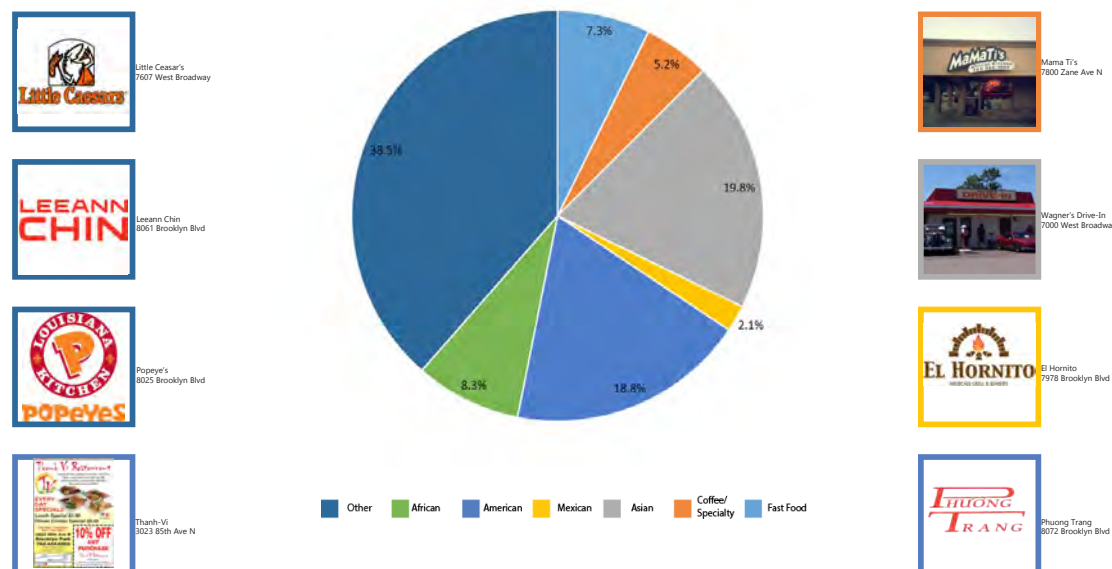
Food-related waste (organic matter and cooking grease) is often the largest waste stream in the restaurant and grocery industry. This represents nearly 2 billion tons of food. Brooklyn Park currently has over 90 restaurants and food-related businesses generating food-related waste, adding to the burden on landfills and the production of greenhouse gases. Brooklyn Park is unique in that it is a municipality that has its own public health division, providing residents the ability to work closely with local restaurants and residents.

However, a publicly managed comprehensive organics recycling program doesn't exist. Rather, organics recycling in Brooklyn Park is defined by deregulation, where many competitors are present in a single municipal market. In this project, we will propose a City supported organics recycling program in the form of site scenario organics recycling initiatives. To begin, we identify the restaurant landscape in Brooklyn Park and provide research questions for investigation.

#### Over 90 Restaurants



#### Restaurant by type of Cuisine



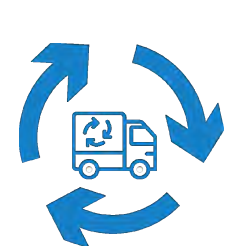
### How to address the current issues?

To envision an organics recycling program and to address the issues involved with organics recycling and reuse in Brooklyn Park's grocery stores and restaurants, it is imperative to address their existing conditions through several main questions. **This project will address each of the following questions sequentially with each individual poster.** The questions which will be addressed can be applied to the analysis of any food-based or related business. In this case, we will be focusing on strategies specific to the proposed food hub for Brooklyn Park.

### Research Questions

The following six questions will serve as the foundation for this project. The questions address the issue of organics recycling and how food scraps are currently handled in restaurants and grocery stores in Brooklyn Park by investigating their possible solutions and their strategies for sustainability for the future.

1. Why is organics recycling important for food related businesses? In poster 2 we will investigate the 4 benefits of organics recycling.
2. What is the current commercial waste collection system? In poster 3 we will look at the characteristics of the waste collection system.
3. How are businesses addressing food scraps? In poster 4 we will investigate how 3 local businesses handle their food scraps.
4. What alternative strategies exist to recycle food scraps? In poster 5 we will investigate 3 strategies for recycling organic materials.
5. How would a branding campaign process work? In poster 6 we will look at what city-wide bin branding could look like in Brooklyn Park.



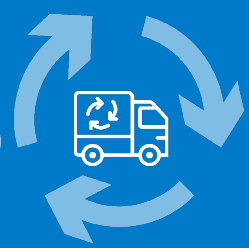
**In the next poster we address the first research question by exploring why food scraps/organics recycling is important and the various benefits that local businesses can hope to gain if they adopt and implement organics recycling strategies.**



# Find It, Cook It, Save It

## Organics Recycling: Strategies for Success & Sustainability

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*In this poster, we discuss the reasons why organics recycling is important, not only for the environment, but for baseline business models and building community connections.*

### Beyond Environmental Stewardship

Organics recycling is important for many reasons. Generally, the diversion of organic material from landfills is beneficial for the environment as it helps to **reduce the negative effects of climate change**. When organic material is covered and placed under anaerobic conditions (i.e. in a landfill), the decomposition process produces methane, a greenhouse gas 20-30 times more powerful than carbon dioxide. However, this is just one of the major positive reasons to recycle organics. **Food-related businesses such as restaurants, grocery stores, or community kitchens can reap the benefits of implementing an organics recycling program for their business.** There are 4 main benefits linked to implementing such programs.

#### Benefit 1: Cost- Effective



**Positive Return on Investment**

- Businesses that have implemented an organics recycling programs save money via reduced collection costs
- Some companies will pay for leftover cooking grease, which they will use for various other products



**Possibility for long-term savings**


- Reduced waste collection costs, from month to month, can end up saving businesses thousands of dollars over the course of several years



**Avoid public health/workers comp fines**


- Properly disposing of food waste, such as cooking grease, can help avoid clogs in the public sewer system.
- As these clogs build up over the years, can cost upwards of \$1 million in clean-up costs

#### Benefit 2: Proven Success




**Many local businesses involved**

- Grocery stores and restaurants throughout the Twin Cities region have introduced organics recycling programs into their business models
- These business include 3M, in Maplewood, the Minnesota Twins, the Saint Paul Saints, and many more.



**Desired by customers**

- Many customers view organics recycling and composting efforts as sustainable and ecological.
- Businesses that implement organics recycling programs can be recognized as Environmental Partners by Hennepin County



**Helps build community ties**

- Many people and organizations are involved in the process of organics recycling
- Inter-communal ties can be formed in ways that they normally would not have been possible

#### Benefit 3: Easy to Get Started



**Up to \$50,000 in grant money available**

- Grants are available through Hennepin County
- Detailed information at [www.hennepin.us/businessrecycling](http://www.hennepin.us/businessrecycling)



**Free public assistance available**

- Hennepin County staff can help analyze recycling needs and establish an organics recycling program
- Assistance can be requested by calling 612-543-1316



**Step-by-step guides publicly available**

- Detailed instructional guides available from Hennepin County at [www.hennepin.us/businessrecycling](http://www.hennepin.us/businessrecycling)

#### Benefit 4: Good For Workers



**Viewed positively by employees**

- Many employees would rather see the waste material be taken care of in an environmentally preferred manner, rather than simply being thrown away
- The added personal safety benefits of simple and enclosed systems are also well



**Lower risk of personal injury**

- Advanced cooking grease disposal systems are easy to use and make spillage a thing of the past, reducing employee's chance of injury
- Wheeled recycling bins reduce employee back injuries while hauling heavy waste bags




**Sanitary working conditions**

- Modern collection techniques (wheeled bins, enclosed grease tanks, etc) help to avoid situations where spoiled food and cooking grease remain in the open for long periods of time


### How could a community kitchen get started with these initiatives?

#### Step 1



Conduct a survey asking current employees and customers about how they feel about food waste and if they would like to see more organics recycling at the food hub

#### Step 2



Contact local businesses that have established organics recycling programs to learn about why they decided to begin recycling and how they changed their system (see board 5)

#### Step 3



Evaluate the food hub's potential for a garden and compost pile on site

#### Step 4



Contact Hennepin County's Business Recycling department to learn more about business recycling, request personalized assistance and signage, and to apply for grant money

*In the next poster we discuss how the complex nature of the commercial waste collector market inhibits overall organic recycling efforts among grocery stores and restaurants. We then look at possible solutions to alleviate these complexities, and make organics recycling more viable in Brooklyn Park.*

# Find It, Cook It, Save It

## Organics Recycling: Strategies for Success & Sustainability

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*In this board we discuss the status of commercial waste collection in Brooklyn Park as well as solutions to the complexities of it's current system.*

The current commercial waste collection system in Brooklyn Park is saturated with collection comapanies. These companies provide a variety of services each different than the other. Selecting the correct company becomes a difficult task for restaurants and grocery stores. This complication does not incentivize businesses to adopt food waste recycling methods into their business models. This poster codifies the positive and negative aspects of the commercial collection companies in Brooklyn Park to help food business understand the options available to them. In this way, food businesses can choose which company and ser- vices are right for their needs in adopting an organic waste recycling program.

Trash, Recycling, Organics	Trash & Recycling Only	Organics & Grease Speciality	Construction & Dumpsters
<ul style="list-style-type: none"><li>-Ace Solid Waste</li><li>-Waste Management</li><li>-Aspen Waste</li><li>-Dick’s Sanitation</li><li>-Randy’s Sanitation</li><li>-Republic Services</li><li>-Advanced Disposal</li></ul>	<ul style="list-style-type: none"><li>-Walters Recycling &amp; Refuse</li><li>-Garbage Man</li><li>-LePage &amp; Sons</li><li>-Shamrock Disposal</li><li>-Curbside Waste</li></ul>	<ul style="list-style-type: none"><li>-Darling Ingredients</li><li>-Midwst Grease</li><li>-Sanimax</li></ul>	<ul style="list-style-type: none"><li>-Atomic Recycling</li><li>-Keith Krupenny &amp; Sons</li><li>-Veit Container Corp</li></ul>

### Waste collection company selection process

Out of the 18 waste collection companies presented above, 4 are referenced below as examples. They have been selected based on the services that they provide, their size and market area, as well as feedback from businesses in Brooklyn Park who currently use their services.

 <b>Advanced Disposal</b> <b>Address:</b> 309 Como Avenue, Saint Paul, MN 55103 <b>Description:</b> National company that provides services for businesses and homes, ranging from recycling to specialized waste collection	<b>Advantages:</b> <ul style="list-style-type: none"><li>• Large market area</li><li>• Many services under one roof</li><li>• Experience in public-private partner- ships</li></ul> <b>Challenges:</b> <ul style="list-style-type: none"><li>• Does not provide restaurant-specif- ic services (grease collection, grease maintenance)</li></ul>	 <b>Address:</b> P.O. BOX 28266, Crystal, MN 55428 <b>Description:</b> Local company that provides commercial and residential waste collection for the greater Minneapolis area	<b>Advantages:</b> <ul style="list-style-type: none"><li>• Local company</li><li>• Experience in commercial waste remov- al</li></ul> <b>Challenges:</b> <ul style="list-style-type: none"><li>• Smaller company with less resource ca- pacity</li><li>• Limited experience with organic waste collection</li></ul>
 <b>Sanimax</b> Reclaim · Renew · Return <b>Address:</b> 505 Hardman Ave. S, South St. Paul Minnesota 55075 <b>Description:</b> Operating in the U.S. and Canada, this company provides waste collection services specializing in cooking oil and organic materi- als	<b>Advantages:</b> <ul style="list-style-type: none"><li>• Large market area</li><li>• All services under one roof</li><li>• Specializes in grease collection and maintenance</li><li>• Specializes in restaurant waste collec- tion services</li></ul> <b>Challenges:</b> <ul style="list-style-type: none"><li>• None</li></ul>	 <b>Specialty Contracting &amp; Waste Management</b> <b>Address:</b> 14000 Veit Place, Rogers, MN 55374 <b>Description:</b> Provide a variety of services for commercial waste man- agement, specializing in solid waste management and industrial cleaning	<b>Advantages:</b> <ul style="list-style-type: none"><li>• Experience in municipal and commercial waste collection</li><li>• Specializes in providing waste bins to com- mercial businesses</li><li>• Provides industrial washing and cleaning ser- vices</li></ul> <b>Challenges:</b> <ul style="list-style-type: none"><li>• Does not specialize in food waste collection</li></ul>

In summary, there is a high number of commercial waste collectors in Brooklyn Park. However, this is issue is not going to likely change soon. **Ideally, a munici- pality would contract with only a small number of collectors.** Having a lower number of collectors is less confusing for food-related business to decide which company they would use and best fit their needs. This standardization could make organics recycling much more accessbile and successful in Brooklyn Park. However, due to statues passed in the 1990s by the State of Minnesota to promote and protect free enterprise, individual residents and businesses can choose any licensed waste collection company in their municipality. **This is what is know as “open collection”. A more standardized process, known as “organized collection”, occurs when a specified collector, is authorized to collect from a defined geographic service area or municipality. This is the type of system that should be put in place to encourage higher recycling rates, but will be difficult to achieve under current Minnesota state law.**

There is a counterproductive number of commercial waste collectors in Brooklyn Park. This analysis shows us that only several collectors are needed to provide the necessary services for organic/food waste services: the type of services that a community kitchen would require. A system that promotes a wide variety of services under one roof, and that is easy to understand and setup, will be successful at recycling organic waste.



*In the next poster, we discuss what some grocery stores and restaurants are do- ing to incorporate organic waste programs into their business model.*



# Find It, Cook It, Save It

## Organics Recycling: Strategies for Success & Sustainability

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**In this poster we discuss what local businesses are doing in regards to recycling food and organic waste. We then look at how these strategies could be implemented in the proposed food hub.**

Although the commercial waste collection system is complicated, many companies offer a variety of services. Several grocery stores and restaurants already have adopted organic recycling programs within their business model. Below, we investigate what exactly these businesses are doing regarding food scraps and other organic materials, why they decided to adopt new strategies, and how they have been successful, and have saved money, in changing their ways.



Cub Foods, located on West Broadway Avenue, has been recycling and donating their food scraps for many years, and employs a variety of strategies to achieve these goals.

### Partnerships with Local Farmers

Throughout the region, Cub Foods has partnered with local farmers who come to store locations to collect food scraps not fit for human consumption, which will ultimately be turned into food for pigs.



Source: [www.localfoodhub.org](http://www.localfoodhub.org)

### Donations

Food that has not been sold, but that is still fit for human consumption, such as canned and packaged goods, is donated to Second Harvest. This food is used to feed families throughout the region.



Source: [www.donatedontodump.net](http://www.donatedontodump.net)

### Cooking Oil Collection

The cooking oil that is used in the deli section of the store, is stored in tanks and collected frequently by a company that specializes in oil collection. The management at Cub found that this method of oil collection was easy because the employees no longer had to transport the oil in open containers, potentially putting them at risk of injury. The new system avoids these problems and staff and management are thankful that they made the switch.



Source: [www.properoils.co.uk](http://www.properoils.co.uk)

### Dragon Star Supermarket



Dragon Star Supermarket, located on West Broadway Avenue, has also adopted new organics recycling programs into their current business model.

### Switching to a Singular Company

Before switching to a singular company to handle all of the supermarket's waste needs, the store relied on three separate companies to handle their garbage, recycling, and oil collection separately. This was expensive and trying to coordinate collection times between these companies became hectic.



Source: [www.virginislandsdailynews.com](http://www.virginislandsdailynews.com)

### Saving Money by Separating Materials

They decided to switch to a singular company, not only to make collection times less hectic to plan, but also because it saved the supermarket money. Instead of disposing of their organic and recyclable materials into the trash and paying a higher fee to process trash only, they save money by separating the materials.



Source: [www.plasgrandttd.co.uk](http://www.plasgrandttd.co.uk)

### Savings

The savings that they have seen is substantial. Instead of paying higher fees to collect garbage, they now pay \$60 per week to have their organic waste collected. With over 180,000 pounds of food waste recycled in 2016, this amounts to thousands of dollars saved per year.



Source: [www.legalsesame.com](http://www.legalsesame.com)



Popeye's Louisiana Kitchen, located on West Broadway Avenue, has adopted new cooking oil recycling technologies in order to save money and increase employee safety.

### Old Methods

The restaurant disposes its used cooking oil on a weekly basis. For many years the method of disposal was to transport the oil from the friers to large containers behind the building using five-gallon buckets. This was not only dangerous for employees, as oil could splash into their eyes or they could slip and fall on the oil, but was also caused expensive problems for the owners.



Source: [www.blueridgebiofuels.com](http://www.blueridgebiofuels.com)

### Expensive Problems

When the oil is not properly disposed of it can leak or be washed into drainage pipes as the employees clean the floors at the end of the day. After many years, the oil will solidify and cause large clogs within the building and within municipal pipes. The price tag associated with fixing these problems can be within the tens of thousands of dollars.



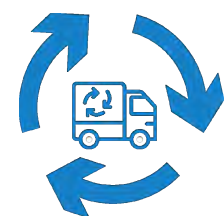
Source: [www.extracrispy.com](http://www.extracrispy.com)

### Making a Change

Popeye's owners and management decided to update their oil disposal system to avoid these problems. Now, they use a suction system, involving tubing and a large storage tank, so that nothing is leaked and that the employees do not have to come into direct contact with used oil.



Source: [www.monetarylibrary.com](http://www.monetarylibrary.com)



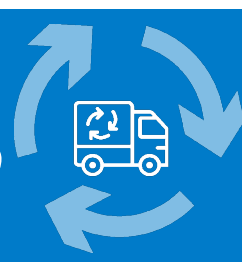
**In the next board, we discuss various organic recycling strategies and investigate the advantages and challenges of each, within the context of a community kitchen.**



# Find It, Cook It, Save It

## Organics Recycling: Strategies for Success & Sustainability

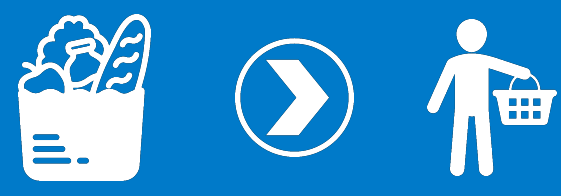
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***In this poster we consider three different ways in which supermarket and restaurants can recycle food scraps to meet their unique needs and capacities. These strategies are currently being carried out in Brooklyn Park and provide diverse outlets for grocery stores, restaurants, or a community kitchen, to dispose of their organics.***

### Food-to-people

**Definition:** Donating any fresh or prepared food, still fit for human consumption, to a local food bank or social organization.



One option for how to recycle unused food is to donate it to a local food bank, such as Second Harvest. Organizations like this make donating food easy. There are many locations and there is always a need for extra food.

The food-to-people recycling method allows the restaurant or grocery store to donate any fresh or prepared food that is still fit for human consumption, including:

- Unserved items such as buffet foods
- Produce (fruits, vegetables, etc)
- Baked and dry goods

This method of food waste recycling could help the proposed food hub in Brooklyn Park become a beacon for people who cannot afford to purchase healthier, more expensive foods, and could serve as a model for other restaurants in the area.

#### Advantages:

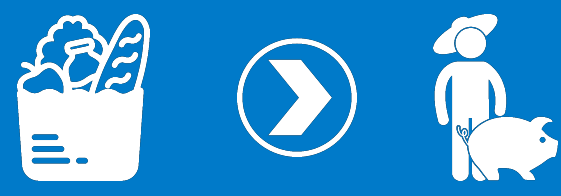
- People are fed!
- Ties can be built among food-related businesses and community outreach organizations

#### Challenges:

- Lack of available information on food banks makes creating an initial contact difficult without help from the municipality

### Food-to-animals

**Definition:** Giving or selling any food, no longer fit for human consumption, to a local farmer where it will be used as animal feed.



The second option for recycling excess or unused food involves feeding animals. Food that is no longer safe for human consumption can still be used! Spoiled or outdated food, plate scraps, and anything from the prep line of a restaurant can all be used to feed livestock.

Contracting with a farmer, or a hauler who contracts with a farmer, is simple and easy. Many pig and chicken farmers are already partnering with local businesses, such as Cub Foods.

If initiated properly, this method of food waste recycling could be ideal for a food hub. Connections with local farmers can be made and the hub could then source meat and dairy products from these farmers, potentially at a discounted rate.

#### Advantages:

- Potential to source meat and other animal products from farmers at a discounted rate

#### Challenges:

- Finding farmers and organizations to partner with and source food from

### Organics composting

**Definition:** A process by which food leftovers or organic waste is mixed together to produce a nutrient-rich soil that can be used for gardening or raising crops.



If a restaurant, grocery store, or community kitchen cannot make initial contacts with a food bank or a local farmer to dispose of their excess food waste, there is a final alternative solution: composting.

Anything organic (food scraps, soiled paper, certified compostable plastic foodware, etc) is placed into a single container. This container could be a large wooden box (as seen in the image below), or a plastic container designed specifically for composting. The organic material decays and the resulting soil is used to help fertilize crops and in landscaping projects.

Composting could be a great alternative for a community kitchen that has sufficient space and possibly a garden on-site. The process of composting and raising crops can help save the kitchen money and create community bonds.

#### Advantages:

- Can help source food locally, saving money
- Ability to use compost site and garden as an educational tool

#### Challenges:

- Many restaurants do not have the space or time to compost



Grocery store food donation.  
Source: [www.businessinsider.com](http://www.businessinsider.com)



Pig farmer using food scraps as feed.  
Source: [www.startribune.com](http://www.startribune.com)



Women using composted organic material in a community garden.  
Source: [www.earthmatter.org](http://www.earthmatter.org)



***In the next poster we conclude by looking at community outreach and awareness strategies, such as a city-wide branding campaign, designed to facilitate organic waste collection programs.***



# Find It, Cook It, Save It

## Organics Recycling: Strategies for Success & Sustainability

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***In this poster we conclude by discussing various community outreach strategies designed to spread the word about organics recycling in Brooklyn Park. One such strategy is a branding campaign of waste bins designed to facilitate program participation and inspire.***

Many outlets for food organics recycling exist in Brooklyn Park. However, many restaurants and grocery stores are unaware of these opportunities and the benefits that organics recycling can bring to the business and the community. Innovative community outreach strategies, including the branding of commercial waste bins, can help bridge these gaps.

### ***Attend Public Festivals and Celebrations***



Celebration of Gambian Culture, Minneapolis  
Source: KAIRO News

**One outreach strategy that can be used to educate residents and business owners about organics recycling is attending local events in person.** Expecting to have a high response rate to a snail mail campaign, or by posting information on the city's website, is not realistic. City staff should attend various events and festivals, such as Tater Daze or the Igbo Fest, to spread the word about organics recycling efforts happening in Brook-

### ***Educational demonstrations***



Compost bin public demonstration.  
Source: www.oregonmetro.gov

Organics recycling and composting are very hands on activities. For those who do not know what goes into taking care of food waste, **a hands on demonstration could be extremely beneficial.** People will learn about the benefits of composting, what types of materials can be added to a compost pile, and how they can incorporate composting into their waste collection procedure.

### ***The Problem of Using a Recycling Bin: Complexity***

**When something is intuitively simple to understand and use, the user experience is seamless. This is especially relevant when it comes to recycling programs.** The design and branding of bins can help people understand what items to put where. It can also be interactive and make recycling fun. In this case, simplicity requires streamlined bins that are the same for all commercial establishments throughout the City of Brooklyn Park. Currently, the over 18 waste collection companies that serve Brooklyn Park provide food-related business with their bins in their colors. **This lack of consistency is confusing and deters businesses from starting recycling programs, wood waste related or otherwise.**

### ***The Solution of Using a Recycling Bin: Simplicity***

**The solution to this issue is to create a public-private partnership with the commercial waste collection companies.** In this way, the collection companies will still be able to sell businesses their own collection bins. **The caveat, however, is that the City of Brooklyn Park will have the power to determine the color and logos that appear on the bins.** This will not only make it easier for restaurants, grocery stores, or community kitchens to know what types of materials to put into each bin, **but could instill community pride through the branding of the bins.** Many cities have adopted similar policies with much success. Food waste recycling participation has increased. Many tons of organic waste is diverted from landfills and businesses are saving money in the process.

### ***City of San Francisco Branding***



Color-coordinated recycling bins.  
Source: City of San Francisco

**Example of bin marketing and standarization from the city of San Francisco.** Bins are labeled with the city's logo and the collection material on the sides. On the top (not in view) are labels with pictures depicting what should be deposited in the given bin. Green bins are for organic material, blue bins for recycling, and black for garbage.

### ***Signage Standardization***



Standardized organics recycling signage.  
Source: Hennepin County

The standardixation of sigange on bins, as well as throughout restaurants and grocery stores, is crucial for organics recycling rates. **Studies have shown that when images of what can be placed inside of a bin are present, deciphering the sign is easier, and recycling rates increase.**

### ***Brooklyn Park Bin Branding***



Grocery store food donation.  
Source: Joe Lampe

Two possible bin examples branded with the Brooklyn Park logo. The bin on the left could be used for organic waste. The bin on the right could be used for recyclable materials (plastic, glass, paper).

***In this project we have gone from the scale of the entire region, to the site planning of a food hub, and the design of a recycling vision. Together these parts represent a comprehensive vision for food systems planning in Brooklyn Park. While many individual parts need to be developed in order to achieve this vision, Brooklyn Part is poised as a commnity to the necessary innovations to become a leader in food systems planning.***